



COPY OF PAPERS  
ORIGINALLY FILED

GEHLOT 35-32

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Honorable Assistant Commissioner for Patents  
Washington, D.C. 20231

Re: Patent Application of: Gehlot  
Application Serial No.: 10,074,078  
Filed: February 11, 2002  
Examiner: Not Yet Assigned  
Group Art Unit: 2166  
Title: System And Method For Identifying and Offering Advertising over the Internet  
According to a Generated Recipient Profile

Sir:

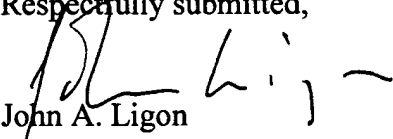
Enclosed for filing in the United States Patent and Trademark Office are the following:

1. Response to Notice to File Missing Parts
2. Signed Declaration
3. Transmittal Sheet
4. Fee Transmittal Sheet
5. Copy of Notice
6. Postcard Receipt

CONDITIONAL PETITION

If any extension of time is required for the submission of the above-identified items, Applicant requests that this be considered a petition therefor. Please charge any additional charges relating to this matter to **Deposit Account No. 50-1944**. A duplicate copy of this letter is enclosed.

Respectfully submitted,

  
John A. Ligon  
Registration No. 35,938  
Tel: (973) 509-9192  
Fax: (973) 509-3440  
**PTO Customer No. 30541**

Dated: May 13, 2002

I hereby certify that this correspondence, including the referenced enclosures, is being deposited with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 on May 13, 2002.

By:   
John A. Ligon

MAY 31 2002

#3

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re the Patent Application of:

**Gehlot *et al.***

Serial No.: **10/074,078**

Filed: **February 11, 2002**

Title: **System And Method For Identifying And  
Offering Advertising Over The Internet  
According To A Generated Recipient Profile**

Group Art Unit: **2166**

Examiner: **Not Yet Assigned**

Dated: **May 13, 2002**

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Honorable Assistant Commissioner for Patents  
Washington, DC 20231

**RESPONSE TO NOTICE TO FILE MISSING PARTS**

Sir:

In response to the Notice to File Missing Parts mailed on March 12, 2002, enclosed are:

(1) a copy of the Notice and (2) a Declaration signed by the inventors. It is noted that the submitted Declaration is a facsimile of the original inventor signatures. The originally signed copy of the Declaration will be submitted to the Office as soon as it is received.

This Response is being submitted within two months of the mailing date of the Notice. Accordingly, is believed that the only fee due is the late filing fee or oath surcharge. Please charge that fee, and any other fees due in respect to this Response to Deposit Account No. 50-1944.

Respectfully submitted,

  
John A. Ligon

Reg. No. 35,938

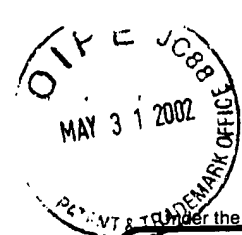
Attorney for Applicant

**PTO CUSTOMER NO. 30541**

I hereby certify that this Response to Notice to File Missing Parts is being deposited with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231 on May 13, 2002.

By: 

John A. Ligon



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# 3

PTO/SB/17 (10-01)  
Approved for use through 10/31/2002. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

# FEE TRANSMITTAL for FY 2002

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$) 130.00

## Complete if Known

Application Number	10/074,078
Filing Date	02/11/2002
First Named Inventor	Gehlot
Examiner Name	Not Yet Assigned
Group Art Unit	2166
Attorney Docket No.	Gehlot 35-32

## METHOD OF PAYMENT

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

Deposit Account Number: 50-1944  
Deposit Account Name: John Ligon

☒ Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

☐ Applicant claims small entity status. See 37 CFR 1.27

2. ☐ Payment Enclosed:

☐ Check ☐ Credit card ☐ Money Order ☐ Other

## FEE CALCULATION

### 1. BASIC FILING FEE

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
101 740	201 370	Utility filing fee	
106 330	206 165	Design filing fee	
107 510	207 255	Plant filing fee	
108 740	208 370	Reissue filing fee	
114 160	214 80	Provisional filing fee	

SUBTOTAL (1) (\$)

### 2. EXTRA CLAIM FEES

Total Claims:  -20\*\* =  X  =   
Independent Claims:  -3\*\* =  X  =   
Multiple Dependent:  =

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
103 18	203 9	Claims in excess of 20
102 84	202 42	Independent claims in excess of 3
104 280	204 140	Multiple dependent claim, if not paid
109 84	209 42	** Reissue independent claims over original patent
110 18	210 9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$)

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
105 130	205 65	Surcharge - late filing fee or oath	130.00
127 50	227 25	Surcharge - late provisional filing fee or cover sheet	
139 130	139 130	Non-English specification	
147 2,520	147 2,520	For filing a request for <i>ex parte</i> reexamination	
112 920*	112 920*	Requesting publication of SIR prior to Examiner action	
113 1,840*	113 1,840*	Requesting publication of SIR after Examiner action	
115 110	215 55	Extension for reply within first month	
116 400	216 200	Extension for reply within second month	
117 920	217 460	Extension for reply within third month	
118 1,440	218 720	Extension for reply within fourth month	
128 1,960	228 980	Extension for reply within fifth month	
119 320	219 160	Notice of Appeal	
120 320	220 160	Filing a brief in support of an appeal	
121 280	221 140	Request for oral hearing	
138 1,510	138 1,510	Petition to institute a public use proceeding	
140 110	240 55	Petition to revive - unavoidable	
141 1,280	241 640	Petition to revive - unintentional	
142 1,280	242 640	Utility issue fee (or reissue)	
143 460	243 230	Design issue fee	
144 620	244 310	Plant issue fee	
122 130	122 130	Petitions to the Commissioner	
123 50	123 50	Processing fee under 37 CFR 1.17(q)	
126 180	126 180	Submission of Information Disclosure Stmt	
581 40	581 40	Recording each patent assignment per property (times number of properties)	
146 740	246 370	Filing a submission after final rejection (37 CFR § 1.129(a))	
149 740	249 370	For each additional invention to be examined (37 CFR § 1.129(b))	
179 740	279 370	Request for Continued Examination (RCE)	
169 900	169 900	Request for expedited examination of a design application	

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 130.00

## SUBMITTED BY

Complete (if applicable)

Name (Print/Type)	John Ligon	Registration No. (Attorney/Agent)	35,938	Telephone	973 509-9192
Signature		Date	05/13/2002		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

#3



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 2023  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
10/074,078	02/11/2002	Narayan L. Gehlot	Gehlot 35-32(375824/0170)

CONFIRMATION NO. 6698

## FORMALITIES LETTER



\*OC000000007621313\*

James J. DeCarlo  
Stroock & Stroock & Lavan LLP  
180 Maiden Lane  
New York, NY 10038

COPY OF PAPERS  
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Date Mailed: 03/12/2002

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

*Filing Date Granted*

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The oath or declaration is unsigned.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(l) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- **The balance due by applicant is \$ 130.**

*A copy of this notice **MUST** be returned with the reply.*

*Tsevered*  
Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

06/04/2002 ZJUHAR1 00000026 50:544 10074078

01 FC:105

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